

DUM FOR: SA ADe1

Joe: Forwarded without
any action since I'm
not sure what DCI-Anne
A. may have discussed. Think
DCI should have the say
on how to handle

Tim

Date

3/17/82

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5-75 EDITIONS

GPO : 1981 O - 345-783

PFIAB/NSC Review Completed.

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[Signature]

Executive Registry
82-0757

THE WHITE HOUSE
WASHINGTON
PRESIDENT'S FOREIGN INTELLIGENCE ADVISORY BOARD

March 16, 1982

Dear Bill:

Enclosed is the information on improving the image of the Intelligence Community prepared by Peter O'Donnell which I mentioned last week. Peter did something similar for Bill Clements when he was at Defense and it was a big success. I think it is worthy of consideration and I look forward to hearing from you.

With fondest regards,

Sincerely,

Anne

Anne Armstrong
Chairman

The Honorable William J. Casey
Director of Central Intelligence
Central Intelligence Agency
Washington, D. C. 20505

Enclosure: a/s

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Improving the Image of the Intelligence Community

One approach is to recruit our nation's business and media leaders to the White House for an off-the-record briefing by the Intelligence Community about current activities and findings. This could help in two ways:

- An improved appreciation by American business leadership for the Intelligence Community and results produced.
- An improved attitude by leadership of the media.

The meeting could be chaired by any one of several individuals, but should include the Chairman and Vice Chairman of the PFIAB, Bill Casey, Admiral Inman, Judge Clark, General Jim Williams, Judge Webster, the Vice President (because he is Vice President and the former Director of CIA) and the President to indicate his interest and support as well as to provide the incentive to attend.

Invited to this meeting could be 20 business and professional leaders, five from the media and two or three educators.

Meeting timetable might be:

| | |
|----------------|-------------------------------|
| 3:00 - 6:00 pm | Briefing and discussion |
| 6:00 - 6:30 pm | Cocktails |
| 6:30 - 8:00 pm | Dinner and concluding remarks |
| 8:00 pm | Adjourn |

These meetings could be scheduled every six to eight weeks.

While topics of interest would vary with developments, generally the meeting should address these subjects:

- The need for intelligence with a briefing on what is happening now and what we need to do in the future to meet the competition.
- Confirm that all activities are within the IC's charter and the law.
- In addition to the usual horror stories, relate some successes.
- Share with the audience some of the problems such as recruiting quality people or technology transfer.

These briefings should make clear the need for more analysts with more capability, more linguists and more human intelligence operatives. It is perhaps in the area of personnel that the PFIAB can be of

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greatest help to the Intelligence Community and to the President.
The Board can help in almost every phase of personnel, namely:

- Recruiting
- Training
- Motivation
- Utilization
- Protecting
- Recognition
- Retention

PFIAB - Rm 340 OEOB
THE WHITE HOUSE

The Honorable William J. Casey
Director of Central Intelligence
Central Intelligence Agency
Washington, D. C. 20505

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